



**Date:** June 10, 2005  
**To:** Gerald R. Miller, City Manager  
**From:** Katherine Parsons, Public Information Officer  
**For:** Mayor and Members of the City Council  
**Subject:** City Report For Week Ending June 10, 2005

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The following weekly update highlighting various activities for the week ending June 10, 2005 is provided for your information. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

**MAJOR WEEKLY HIGHLIGHTS**

**Financial Management, Commercial Services Bureau**

As a result of the Local Government Sharing Program (AB63), the Franchise Tax Board provides cities with a list of businesses that filed a California income tax return so that cities can make sure businesses within their boundaries have valid business licenses. This is the first year that the City of Long Beach has participated, resulting in 2,440 businesses that were contacted, which yielded 265 new business licenses. These new businesses will add approximately \$49,500 in additional General Fund revenue annually, as anticipated in the Three-Year Financial Strategic Plan.

**Community Development, Workforce Development Bureau**

Nearly 800 youth participated in the June 1 Summer Opportunities Fair coordinated by the Youth Opportunity Center and the Workforce Development Board's Youth Council. Youth attended onsite interviewing and other job readiness workshops; met and interviewed with more than 40 local businesses currently hiring; and interacted with more than 25 local community organizations with recreation, education, job training and volunteer opportunities.

**Parks, Recreation and Marine, Community Enrichment Programs Bureau**

On June 8, the Commission on Youth and Children's Long Beach Youth Fund, an affiliated group of Partners of Parks, held its annual award ceremony at the Long Beach Senior Center. Approximately 75 people attended the meeting, where awards of funds ranging from \$545 to \$1,900 were made to young people for nine projects. The awards totaled approximately \$14,000 for this year's funding cycle, and will be used to implement youth-driven projects in neighborhoods, schools, and within local youth-serving organizations.

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## **MAJOR WEEKLY HIGHLIGHTS (continued)**

### **Fire**

On June 5, 2,098 people were certified in the life saving technique of CPR at the 10<sup>th</sup> annual CPR Sunday, sponsored by the Fire Department and the Long Beach Chapter of the American Red Cross at Long Beach City College.

## **UPCOMING EVENTS AND PROJECTS**

### **Harbor**

With the peak-shipping season fast approaching, maritime transportation industry experts will present their final cargo forecasts at a *Pulse of the Ports* breakfast conference on **June 14** at the Long Beach Hilton Hotel. The Port of Long Beach is hosting the cargo forecast conference to help the industry prepare for the summer-to-fall peak season when Christmas products are shipped through local ports.

### **Police**

The monthly Community Crime Prevention meeting will be held on **June 15**, at 7 p.m., Long Beach Water Department, 1800 E. Wardlow Road. The topic will be *Counter Terrorism*, and an FBI terrorism analyst will discuss the seven signs of terrorist tactics.

More than 3,000 participants are expected to attend the National Emergency Number Association's (NENA) annual conference and trade show at the Long Beach Convention Center from **June 25-30**. NENA fosters technological advancement, availability, and implementation of a universal emergency telephone number system by promoting research, planning, training, and education.

### **Parks, Recreation and Marine, Maintenance Operations Bureau**

The Long Beach Junior Golf Association will hold a D-Day tournament in memory of WWII at Heartwell Golf Course on **June 11**.

### **Public Works**

Projects currently out to bid:

- Clark Avenue between Spring Street and Wardlow (Bids opened June 8)
- 7th Street between Junipero and Redondo (Bids opened June 8)
- North LB Redevelopment Area Streetscape (Areas A, B, C, F Bids opened June 1)

### **Health and Human Services**

The Center for Families and Youth is sponsoring a free basketball sports camp on **June 20-24**. The *CSULB Beach Basketball Camp* will include individual basketball instruction, contests, and coach evaluation. Participants will receive lunch and a T-shirt. For information, contact Denine Virgil, Resource Coordinator, at 570.3279.

## **UPCOMING EVENTS AND PROJECTS (continued)**

### **Health and Human Services**

The Center for Families and Youth will be hosting its summer time *Family Community Picnic*, on **June 25**, 12:00 p.m., Houghton Park. The picnic is open to the public and will include food, games and prizes. For details, call 570.3279.

## **PUBLIC SAFETY**

### **Fire**

Staff responded to a total of 1,378 emergency calls for service: 86 calls for fires, of which 11 involved structures; and 645 emergency medical calls, of which 445 required paramedics.

The Community Emergency Response Team (CERT) Program was featured in Art Levine's talk show *Straight Talk*. The CERT program promotes disaster preparedness training for Long Beach residents and is offered several times throughout the year at the Fire Training Center. The CERT hotline number is 570-LBFD for anyone interested in participating.

On June 6, Fire Officers visited Marshall Middle School to talk about Fire Safety for students with hearing impairments. Students were shown the steps they should take in the event of a fire-related emergency at their home or school. Participants were also informed that the City's 911 Center is equipped with TDD (Telecommunication Device for the Deaf), which allows City emergency dispatchers to communicate with hearing and speech impaired callers.

### **Police**

Citywide, staff responded to 820 priority one, 1,938 priority two, and 12,026 priority three calls for service, for a total of 14,784 for the reporting period.

Citywide, staff made 519 arrests, issued 2,394 citations, and conducted 406 field interviews.

Recruit Class #81 began the Police Academy on June 2 with 60 new participants. The twenty-six week academy is scheduled to end November 30.

## **NEIGHBORHOODS**

### **Community Development, Housing Authority**

On June 1, ten teenagers from the Andy St. neighborhood graduated from *Teens For Teens*, a collaborative youth educational program sponsored by the American Red Cross Youth Program and the Andy St. Tenants Association. The free, four-week program gives youth the opportunity to discuss current issues that affect them locally and globally; expressing views on youth violence, personal safety, diversity, communication, values, and humanitarian issues. The participants received community service hours and learned how to make a positive difference in their communities.

## **NEIGHBORHOODS (continued)**

### **Community Development, Neighborhood Services**

On June 1, Neighborhood Resource Center staff assisted 13 residents from the North Pointe Apartments who were interested in forming a neighborhood group to create academic, cultural enrichment and recreational activities for more than 600 children who live in the unit complex. The group learned about many of the programs, services, matching grants, and training available from the Neighborhood Services Bureau and from other City departments that could assist them in neighborhood organization and improvement efforts.

### **Parks, Recreation and Marine, Maintenance Operations Bureau**

Beach Operations staff cleaned waterlines both east and west of the pier, due to large amounts of litter from a recent high tide, and from weekend beach-goers.

### **Parks, Recreation and Marine, Planning and Development Bureau**

Concrete was poured for new ADA accessible entryway ramps at the Parks, Recreation and Marine administration building and the El Dorado Park West Teen Center. When complete, the entry to the administration building will have a pushbutton door switch for easy access. Work continues on the restrooms in the administration building and in the freestanding restrooms at the Teen Center.

The hi/lo wheelchair accessible drinking fountain has been installed at DeForest Park. ADA upgrades are complete at Coolidge Park, with only punch-list items remaining. Rough plumbing has been installed for the ADA upgraded restrooms at Bixby Knolls Park. In addition, forms have been set for pouring the rubber play surface under the swings, the play structure, and the spring toys in the playground at Bixby Knolls Park.

Concrete work is complete for the bench seats, stage, and walkways at Cesar E. Chavez Park amphitheater. Irrigation is being installed ahead of planting and hydro seeding.

For the downtown bike path, cleaning, grading, and fence removal are continuing for the bicycle path connection to the LARIO Trail (along the Los Angeles River) at the northern end of Cesar E. Chavez Park. Rough grading and irrigation installation have begun on the connection to eastbound 6th Street.

### **Public Works, Street Maintenance**

During the month of May, staff completed the following:

- Repaired 16,011 street potholes (26,606 square feet)
- Repaired 228 alley potholes (4,509 square feet)
- Completed 186 sidewalk patches
- Patched 71 lineal feet of curb
- Replaced 40 lineal feet of curb
- Trimmed 2,735 trees
- Removed 125 tree stumps

## **NEIGHBORHOODS (continued)**

### **Public Works**

Projects currently under construction:

- Downtown Regional Bikeway Connection
- Long Beach Airport security system improvements
- Long Beach Airport canopy construction over north baggage claim area
- Streetscape improvements on Atlantic Avenue from Roosevelt Road to San Antonio Drive
- Repainting of the 2nd Street Bridge
- Streetscape improvements on Long Beach Boulevard, south of Victoria to south of Artesia
- Traffic signal modifications at various locations
- Annual sidewalk repairs at various locations
- Transportation improvements on Anaheim Street
- Storm-related bluff repairs at 3<sup>rd</sup> Place

## **ECONOMIC DEVELOPMENT**

### **Community Development, Neighborhood Services Bureau**

A 7<sup>th</sup> Street corridor business improvement meeting was held on June 7 for 27 individuals who own businesses between Cherry Avenue and Redondo Avenue. Representatives from Neighborhood Services, Planning and Building, Economic Development, the Police Department, the Litter Abatement/Awareness Program and the 2<sup>nd</sup> District Council Office provided information on the \$2,000 Commercial Improvement Rebate, the Enterprise Zone and the \$2,000 Start Up Business Grant, as well as available funds to improve the appearance of business storefronts.

## **SPECIAL EVENTS**

### **Parks, Recreation and Marine, Community Recreation Programs Bureau**

During the week of June 4-10, Bixby, Cesar Chavez, Deforest, Stearns, Champions, and Houghton Parks hosted youth sports banquets to recognize approximately 450 athletes who played on soccer teams. The youth received a Certificate of Participation and a medal in honor of their hard work, dedication and outstanding sportsmanship.

On June 10, 93 participants from the Adaptive Recreation Program trained with Long Beach Special Olympics in preparation for the annual Special Olympics Southern California Chapter Summer Games at California State University Long Beach. These athletes competed in aquatics, bocce, track and field, basketball, and gymnastics, joining hundreds of athletes from all over California and Baja, California.

**OTHER ITEMS OF NOTE**

**Financial Management, Utility Customer Services**

During the week of May 30-June 3, staff assisted 4,887 customer service phone calls. To guide customers to the correct staff, the City's phone system offers selections such as a turn on/turn off line, business services line, and general service line. Customers that are moving to, or leaving Long Beach, or are transferring their gas, water, refuse or sewer services generated 2,064 calls on the turn on/turn off line. On the business line that supports specialized services, 86 customers were assisted. On the general question line, 822 customers were assisted. Twenty-four hour automated billing inquiry and payment acceptance inquiries were provided to 1,226 customers.

Specialized services include gas customer service appointments and gas and water usage investigations. A total of 689 customers requested assistance on issues such as overdue bills, gas and water usage, gas pilot light appointments, appliance inspections and language translation services. A similar range of services is provided to customers in person who visit the lobby of City Hall and or the City's website at [www.longbeach.gov](http://www.longbeach.gov).

**Long Beach Energy, Gas Service Bureau**

During the week of May 29-June 4, staff completed a total of 3,029 service calls. This total included 1,037 Gas and Water Utility Turn Ons, and 956 Turn Offs. During this period, 819 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 217-meter maintenance and billing related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 323 emergency phone calls that resulted in 68 emergency orders being sent out.

GRM: KP: arc

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